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EER CAMPAIGN

EUROPEAN ENERGY RADIO CAMPAIGN

DYNAMO EFFECT

Intelligent Energy – Europe (IEE)
Horizontal Key Actors

DELIVERABLE D2.1 GUIDE LINES FOR THE EUROPEAN COMMUNICATION CAMPAIGN

Period covered: from 01/10/2008 to 31/03/ 2011

Due date: 30/06/2011

Start date of the action: 1/10/2008

End date of the action: 31/03/2011

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D2.1 GUIDE LINE FOR A RADIO CAMPAIGN

the European Radio Editorial Team, with the Scientific partner have defined :

- the approach, the radio language to adopt in the radio shows
- the contents of the 30 topics that will be developed in the radio shows by the 7 partner radios
- the format (i.e. how many interviews, how to manage the scientific sheets, to open the telephone or not to the listeners etc.)

The shows produced in the different countries will have common European standards, (same jingle, same words to inform about the Commission's involvement), will be linked to the topics selected at European level, but will maintain the single partner's style of communication in other words, the format.

First of all, the Project Boarding' decisions have to be inspired from the criterions have been fixed on the project:

Specific Objectives	Result Indicators	Quantification of success
Large-scale dissemination of information Deployment of best practices Output expected: <ul style="list-style-type: none"> - radio programmes - events - radio and newspaper advertising campaign 	Wide range of issues treated in the programmes produced	Treatment of the following issues: <ul style="list-style-type: none"> -energy-efficient buildings -industry excellence in energy -energy-efficient products -renewable electricity -renewable heating and cooling -domestic and other small-scale applications -biofuels -clean vehicles and alternative motor fuels -energy-efficiency in transport
	Production of 210 programmes in seven languages Broadcasting of the 210 programmes by 300 local radio stations in seven EU countries	Broadcasts of 9000 radio shows (of 30 minutes each) in 7 Countries
	Coherence with EC directives	Link to national programmes and national bodies responsible for implementing the Directive on Energy Services, in all the countries involved

	Participation of key actors	Key actor as: . environment organisations . producers organisations . consumers organisations . public bodies . schools involved in each country. Minimum 1 for each typology in each country
	European dimension of the network of radio stations broadcasting the programmes	Number of radio in each country and % on the total: Spain: 120 40% France: 100 33% Italy: 3 1% Germany: 30 10% Ireland: 20 7% Austria: 14 5% Hungary: 15 5%
	Audience	Reaching the goal of 4 million potential listeners (this figure will be mainly certified by external organisations)
	Advertising on local radio and in newspapers to promote the content of the project, the existence of the website and carrying out of local initiatives	Number of advertisements broadcast by the radio stations and number of newspaper advertisements. Minimum 10 newspapers/magazines at national level / country Minimum 1.000 radio spots in each country
	Participation at events	Number and typology of persons attending the seven national conferences. Number foreseen for each event: Workshops: all key actors represented – 100 participants / country Exhibition and Concerts: 5.000 people / country
	Good practices presented in exhibition and concerts	Use of alternative energy resources for the organisation of events. Presence of minimum 20 good practices / product / exhibition / country

	Large diffusion of information	Reaching the goal of 4 million potential listeners. Foreseen audience: Spain: 1.200.000 29% France: 500.000 12% Italy: 900.000 25% Germany: 550.000 14% Ireland: 200.000 4% Austria: 350.000 9% Hungary: 300.000 7%
Creation of multimedia study and distribution material that can be transferred and reused Output expected: - Website - Download Publications for schools	Positive feed-back from target groups	Participation (where foreseen) of listeners to open broadcasts (telephone calls on line, mails)
	Creation of the documentation on the site	Quantity of documentation produced and published Minimum one "technical sheet" for each broadcast = 210 technical sheets. <i>Content of the technical sheets:</i> Topic <i>Introduction:</i> presentation of situation and problems <i>What to do:</i> presentation of best practices, products and comparison Facilitations and contributions <i>More information:</i> links for technical and scientific information on other website
	Hits on site and tracking of users Free access to all the scientific material and programmes in audio and written format (in the original language and in English) on the project's website with links from the 300 sites of the participating radio stations.	Number of hits on the project's website and on the pages dedicated to the project on the websites of the 300 participating radio stations. Expected: 4.000.000 measured by counter
Strategic Objectives	Result Indicators	Quantification of success
Promote changes in individual behaviour regarding: a. intelligent use of energy b. greater use of clean technologies and renewables c. reduction in consumption	Greater knowledge and awareness of the possibility of intervening personally and directly to reduce negative effects on the environment. Possibility of accessing information on what is available on the market for a knowledgeable and responsible use of the necessary resources for maintaining one's lifestyle.	Increase in the sales of eco-friendly products

Promote the dissemination of information, knowledge and opportunities through educational initiatives in the period following the project	Teachers and schools contacted during the project and survey of initiatives undertaken over the course of the following year	Number of pages downloaded from the website. Minimum 1.500 downloads / country.
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To reach this goals the PB define the mains aspect of the Radio Campaign:

Approach

the campaign would be realize in a positive sense: you can do it, you can participate, your behaviour is important and can really change the situation, look at the results that have been reached, **if I have to combat (change my attitudes, etc)with you, you must give me some chance of victory.**

All together, the partner identifie the transversals criteria for the 30 radio shows:

The offers of market in order of environment friendly technologies:

- opportunity
- accessibility
- affordability
- efficiency
- supporter policies in each countries
- is the product (technology solution) tackling the root causes of the problem?
- EU industry labels

Involvement of the listeners

- information on the gap between EU and local sensitivity on the “problems of the environment”
- change behaviour means to improve the quality of life
- situation “right now”; what is at stake
- a climate just planet + humanity is possible
- best practices, success experiences
- yes we can; the individual result multiply people and people can change the situation

Contents

- ten themes (energy-efficient buildings; industry excellence in energy; energy-efficient products; renewable electricity; renewable heating and cooling; domestic and other small-scale applications; bio fuels; clean vehicles and alternative motor fuels; energy-efficiency in transport; food and agriculture)
- defining the titles of the scientific factsheets (25 common for all radios and 5 open to the single radios' free choice) with which to develop the 10 themes and that will be uploaded on the web in the partners' languages in the local level pages
- developing the radio shows with the possibility of different titles than those of the scientific factsheets; the reason behind this decision has to do with the different typologies of listeners of each radio and their possibly different habits in terms of language and sensibility in order to achieve the maximum efficiency for all of the 7 national communication campaigns.

Standard of scientific documents (European and local level)

The fact sheets will be produced by the local expert in the local language;

- page 1 of the worksheet: summary of the information contained in the following pages;
- pages 2 to 4: depending on the topic, each expert will adapt the lenght to his/her country situation to provide all relevant key information primarily to help the journalist who will produce the broadcast but also as a reference material for the website users. It is important that all the 30 topics are elaborated by following the same format. This is very important for Legambiente in order to define and manage the html web page of the scientific material. The scientific local experts will write only one local factsheet for each of the 30 arguments.

Format

our radio show have to:

- 1) carry out the function of a service for the citizens
- 2) refer to concrete and specific cases that are of public interest
- 3) give practical answers to key question related to the main themes
- 4) give information regarding of the “market opportunity” that the listener can pick to change their behaviour, lifestyle, consumption.

Each radio will find the best way to involve the key actors in the project from the beginning and to invite them at the radio shows as the protagonists of the campaign.

1) Contents of the radio campaign

As the radio campaign had two level (the European and the local) the BP decided after discussion to add the issue n°10 *Food and Agriculture* since it was outlined the importance of agriculture in the energy consumption discussion.

The BP decided that each radio would be free on choosing how many radio show to develop for each one of the 10 issues.

European level concerning the following issues:

1. energy-efficient buildings
2. industry excellence in energy
3. energy-efficient products
4. renewable electricity
5. renewable heating and cooling
6. domestic and other small-scale applications
7. biofuels
8. clean vehicles and alternative motor fuels
9. energy-efficiency in transport
10. green Company

The scientific partner of the project, Legambiente, defined a more detailed list of issues since it was important, in order to better coordinate the radio campaign, to work on a more shared list of topics.

European level: it was decided that the 25 topics in blue were compulsory,

Local level: the ones in black were suggestions that local experts could develop with different possibilities.

Since the radio campaign presented n°30 radio shows, local experts together with the radio and coordinated by Legambiente would choose other 5 topics within the 10 issues.

The 25 topics were the following:

1° Climate Change

1.Climate change: policies, global and local effects, mitigation and adaptation measures at a local level.

2° Food and agriculture

2. Food and agriculture: food miles, meat consumption, slow food, regional, solidarity, industrial vs organic agriculture...

3° Green Home

3.New house: how to design sustainable buildings; golden rules for bio architecture (bio-materials, rooms arrangement) ; Passive houses and green districts.

4.Existing house: how to renovate or refurbish your house/building in order to repair it from cold (roof, ground floor, insulation materials, windows).

5. Energy labelling: what is the meaning, who does it, how much it costs, when do I need it.

4° Renewable heating and cooling

6. Summer cooling: passive systems to protect from the sun, cooling with the sun, active cooling systems.

7. Heating systems: autonomous and central boilers, efficient boilers, floor radiant panels, radiators and air emission systems, CHP.

8. Produce heat 1: solar panels and condensing boilers.

9. Produce heat 2: stoves, chimenies and biomass.

10. Heat-pumps: geothermal and efficient electric heat pumps.

5° Green electricity

11. Produce electricity: photovoltaic.

12. Produce electricity: mini and micro wind power, mini-hydropower, decentralized CHP.

13. The liberalized electricity market: companies and green electricity supply, ownership of the grid.

6° Electricity end-use

14. Efficient use of electricity 1: lighting appliances (home, outdoor lighting, schools,..)

15. Efficient use of electricity 2: energy labels and correct use of domestic appliances (fridge, washing machine, dishwasher, dryers, oven, cooking)

7° Recycle and re-use

16. Waste reduction and recycling: compost, waste separation and waste disposal

17. Water management: reuse of rain water, in-house water treatment and reuse, efficient use of water

8° Smart Mobility

18. From auto mobility to multimodality: mobility agency, public transport in urban areas and complementary services (car sharing, car pooling, ...). Mobility management: House-work and school- house mobility.

19. Bike and foot mobility

20. Sustainable tourism

21. Sustainable urban planning and mobility: car free areas, congestion charge.

9° Smart Vehicles

22. Agrofuel, Biofuel

23. Which car to choose to pollute less

24. Mobility behaviour: How to drive in order to pollute less

10° Green Company

25. Green responsibility in the private sector: the role of EMS (EMAS, ISO 14001, ecc)

2. Editing the scientific material

During the first project meeting the BP agreed on the following proposal regarding the editing of scientific material for the radio campaign:

- Legambiente will prepare, in English, a scientific factsheet for each one of the 9 issues at a European level (policies and programmes, data and indicators, best practises, key actors and other specific topic).
- Local experts will support the radio in defining issues, contents and the scheduling of the 30 radio transmissions on the basis of a general guideline delivered by Legambiente;
- Local experts will elaborate the 30 factsheets in local languages for the 30 radio

transmissions; the schedule will have to follow the format approved by the project committee.

- Legambiente will coordinate the work and deadlines of deliverables of local experts in collaboration with local radios.

Legambiente also coordinated and worked on the scientific documents at a European level and one by one, when ready, each of the ten factsheets were sent to partners in order to support local experts and radio journalists with all the scientific information need its.

The research of many best practises was done through the consultation of the IEE project database.

Policies and EU programmes were searched on the following website: EU Commission official Green Papers, reports, website, EurObserv'ER website, EEA website, JRC website, Euro active and many others. An exhaustive bibliography can be found on the website in the EU factsheets. Legambiente was supported by external experts for the editing of some of the 10 factsheets.

Editing local scientific material (Local factsheets) for the 30 radio shows

The deliverable of factsheet was scheduled in accordance with RP. Legambiente was supported by external experts for the editing of some factsheets.

The work was done by Legambiente in-house staff with some external support. Legambiente during this activity has involved many stakeholders and key actors that are experts on energy efficient and renewable energy issue and sustainable mobility at a national level. Furthermore Legambiente's "green campaigns", such as the one called "Vivi con Stile" (www.viviconstile.org) were very important for the collecting of update data and information.

Furthermore Legambiente helps the RP journalist in updating any information on the factsheets if there is the necessity (for ex. new important policies or benefits on certain issues) and gives suggestions on key actors for the interviews.

The local factsheets are uploaded on the website by each radio only after the radio show has been broadcasted. That is why not all the scientific local factsheets of Radio Popolare and the other radios have been uploaded yet on the website.

Therefore the website will be completely filled with contents only at the end of the broadcasting by all the radios involved in the project.